

Fashion Calendar

1949

4/11/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 8, 1949</u>			
Friday April 8 7:00 P.M. Dinner	ANNUAL SPRING DINNER AND DANCE "Through The Looking Glass" is the theme for the Advertising Women's Dinner-Dance. There will be gift boxes, guest prizes and door prizes. Reservations: \$12.50. Contact: Mary Heeren, PL. 7-4800.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR GRAND BALLROOM
Friday April 8 7:30 P.M.	"HOW TO GIVE A PRESS PARTY" The mechanics of introducing new merchandise, fashions, services will be discussed by Mary Riedel, Director of Information, Proctor Electric Co. Each lecture: \$1.00 (for members only). Contact: Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
Friday April 8- April 23	WINDOW DISPLAYS OF 25 YEARS AGO Spring fashions of a quarter of a Century ago, displayed in a series of show windows designed in the spirit of Easter and executed by the display class, honoring Traphagen's Silver Jubilee. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Saturday April 9- April 24 10:00 A.M.- 10:00 P.M.	OPENING OF GERMAN EXHIBITION A complete German industry show, under the direction of the Military Governments of the U.S., Great Britain and France, to demonstrate what is being done in Western Germany to bring about economic recovery. The fashion exhibit will consist of textiles, ready-to-wear, leather goods, jewelry, and other accessories. Admission: 50¢. Publicity: Mr. H. A. Rhoades, CI. 7-7000, Ext. 3417.	MILITARY GOVERNMENT-- GERMAN EXHIBITION	NEW YORK MUSEUM OF SCIENCE & INDUSTRY
Saturday April 9 2:00 P.M.	ARMY DAY PARADE Route: Fifth Avenue from 90th Street to 64th Street Reviewing Stand: Fifth Avenue at 67th Street.		
April 10	PALM SUNDAY.		

WEEK BEGINNING MONDAY, APRIL 11, 1949

Week Of April 11	HOLY WEEK No regular luncheon fashion shows have been scheduled at the following hotels during Holy Week: Ritz Carlton, Waldorf-Astoria, Pierre.
April 11- April 17	NATIONAL TRIMMED DRESS WEEK. Publicity: Edwin Lee Associates, MU. 8-0014.
April 11	TWENTY-SEVENTH ANNUAL NATIONAL ASSOCIATION OF BROADCASTERS CONVENTION AT STEVENS HOTEL, CHICAGO, ILLINOIS.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 12 10:00 A.M.	THIRD ANNUAL BRAND NAMES DAY During the morning, there will be an election of new officers and directors. The principal speaker at the luncheon (12:30 P.M.) will be John Foster Dulles, a member of the U. S. delegation to the General Assembly of the United Nations. During the afternoon, there will be five topical "working" clinics, led by thirty executives in the fields of retailing, sales management, brand attitude research, employee brand education, and community brand education. Contact: Ivor Kenway, Brand Names Foundation, Inc., CI. 5-8118.	BRAND NAMES FOUNDATIONS (119 WEST 57TH STREET)	WALDORF-ASTORIA BALLROOM
Wednesday April 13 1:00 P.M. Luncheon	MILLINERY SHOW AT LUNCHEON Ish-ti-opi, the American-Indian designer, will celebrate the opening of his millinery salon with a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ish-ti-opi and Hotel Plaza Publicity: Mary Alice Rice, CI. 6-1790.	ISH-TI-OPI, INC. (22 EAST 67TH ST.)	HOTEL PLAZA TERRACE ROOM
April 13- April 14	EIGHTY-FOURTH ANNUAL MEETING OF THE NATIONAL ASSOCIATION OF WOOL MANUFACTURERS AT WALDORF-ASTORIA. Contact: MU. 3-7422.		
Cancelled April 14	THE LUNCHEON SHOWING BY RUSSEKS FIFTH AVENUE, ORIGINALLY SCHEDULED FOR THURSDAY, APRIL 14 AT 1:00 P.M. AT THE HOTEL PLAZA HAS BEEN CANCELLED.		
April 14	HOLY THURSDAY.		
April 14	FIRST DAY OF JEWISH PASSOVER. (Thursday).		
April 15	GOOD FRIDAY.		
April 17	EASTER SUNDAY.		
Tuesday April 19 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "A Coordinated Story Of The New Fabrics". Speaker: Jeanne Pierre, Chmn., Fabrics Division, who will report on the fabric market. On the screen, there will be sketches made by 30 designers especially for the Fashion Group, and inspired by new fabrics. There will also be a display of new fabrics; and a mimeographed summary of new finishes. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (limited to one for each member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday April 19 1:00 P.M. Luncheon	EXERCISE DEMONSTRATION AND FASHION SHOW Exercises by Nicholas Kounovsky with fashions designed by Dorothy Cox, Toni Owen, Carolyn Schnurer, Joset Walker, to be available at Bonwit Teller and Altman's. Make-up: by Helena Rubinstein. Shoes: Capezio. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Publ. for Nicholas Kounovsky: Mary Marsh, PL. 9-2675. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	NICHOLAS KOUNOVSKY; DESIGNERS AND STORES	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 19 4:00 P.M.	PREVIEW OF CLIFFORD'S MIDSUMMER COLLECTION Press preview of "Dark-Toned Strutters" for midsummer, designed in early Fall fabrics in tones of black and brown. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	* del MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 19 4:30 P.M.- 6:00 P.M.	CELEBRATION OF NAT'L DISTRIBUTION OF "TIDE" Proctor & Gamble will celebrate the national distribution of its washing product "Tide". Speaker will be a representative of Proctor & Gamble. For household editors, by invitation only. (Note change of date). Publicity: Nellie-Mae Leonard, Verne Burnett Associates, MU. 7-9030.	PROCTOR & GAMBLE	HOTEL PLAZA WHITE & GOLD SUITE
Thursday April 21 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON SHOW "Hairstyles To Go With Summer Fashions" -- will be presented by Berthold at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Berthold Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	BERTHOLD (22 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday April 21 3:30 P.M.- 6:00 P.M.	NEW STERLING PATTERN & PARIS LACE ORIGINALS The International Silver Company will introduce their new Sterling pattern, "Queen's Lace" at a showing of Paris lace originals and market adaptations. For press and retailers, by invitation only. Publicity: Dora Miller, LO. 3-4285.	INTERNATIONAL SILVER COMPANY	WALDORF-ASTORIA PERROQUET SUITE
April 24	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). (Move clocks ahead one hour).		
April 25- April 30	TWELFTH ANNUAL NATIONAL DOUGHNUT WEEK. Publicity: Eileen Kassel, National Doughnut Week Committee, WI. 7-9715.		
Tuesday April 26 1:00 P.M. Luncheon	SHOWING OF YOUNG FASHIONS FOR SUMMER "A Bouquet of Young Summer Fashions" will be presented by the St. Louis Fashion Creators, with clothes selected from the lines of about 100 firms which make up the group. Fashions will include sportswear, daytime, casual and evening creations. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Publicity for St. Louis Creators: Joan Gardner, 818 Olive St., St. Louis. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	ST. LOUIS FASHION CREATORS	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 26 1:00 P.M. Luncheon	BENEFIT SHOW: SPRING AND SUMMER FASHIONS Fashion show for benefit of Hebrew Children's Home, with a presentation of Spring and Summer custom-order fashions by Sydel. Tickets: \$7.50; contact: Mrs. A. F. Carman, JE. 7-3171. Sydel contact: PL. 8-0892.	SYDELL	HOTEL ASTOR BELVEDERE ROOM
Beginning Tuesday April 26	TRADE OPENING OF MIDSUMMER LINE "Dark-Toned Strutters", del Mar's midsummer collection of casual dresses and suits in early Fall fabrics will be presented to the trade beginning Tuesday, April 26. Publicity: Mildred Kaldor, MU. 9-5420.	del MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday April 28 12:15 P.M. Luncheon	READY-TO-WEAR LUNCHEON MEETING The Fashion Group will have a ready-to-wear luncheon meeting. Details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 28 1:00 P.M. Luncheon	SUMMER SHEERS AT LUNCHEON SHOW Russeks will present a showing of Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Friday April 29	NEWSSTAND DATE: ANNUAL "IT'S ALL YOURS" ISSUE For the third year, "Seventeen" will publish an issue completely written and illustrated by teen-age readers, representing 155 boys and girls throughout the country. The art work appearing in the magazine will be on exhibit at the Downtown Gallery, 32 East 51st Street, during the week of April 25th. Contact: Addie Weinerman, Director of Public Relations, PE. 6-1100.	SEVENTEEN	NEWSSTANDS
Saturday April 30 1:30 P.M. Luncheon	BENEFIT FASHION PRESENTATION Spring and Summer fashions by Claire McCardell will be presented at a show for benefit of Cancer Fund. Publicity: Rosamond Hanscom, TE.8-8000.	CLAIRE MCCARDELL	HOTEL PIERRE BALLROOM
May 1	MAY DAY (Sunday).		
May 1	NATIONAL BABY WEEK (May 1 - May 7).		
May 1	NATIONAL MUSIC WEEK (May 1 - May 7).		
May 1	NATIONAL FAMILY WEEK (May 1 - May 8).		
May 1	BE KIND TO ANIMALS WEEK (May 1 - May 7).		
Tuesday May 3 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION Sydell will present Summer fashions at a show for the benefit of the Junior League of the Bread Donor Nursery. Tickets: \$6.00. Contact: Mrs. Volk, SC. 4-3290. Sydell contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday May 4 12:00 Noon Luncheon	TWELFTH ANNUAL DESIGN AWARDS LUNCHEON Twelfth Annual Design Awards luncheon by Lord and Taylor, honoring the individual creative ability of four Americans. Each award is \$1,000. Price of tickets: \$5.00. For tickets, contact: Mrs. Beverly Wolfe, WI. 7-3300, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300, Ext. 420.	LORD AND TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 4 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Summer fashions will be presented during luncheon by Arnold Constable. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
May 7	NATIONAL GOLF WEEK (May 7 - May 14).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 8	MOTHER'S DAY Theme: "Everybody's in Love with Mom!"		
Monday May 9 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Summer fashions by the Tailored Woman will be presented during luncheon. This will be the first luncheon fashion show at the St. Regis Roof for the Summer season. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK The nineteenth Annual National Cotton Week is sponsored jointly by the Cotton-Textile Institute and National Cotton Council. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Publicity: Charles K. Everett, Cotton-Textile Institute, Inc., WA. 5-4004.	COTTON-TEXTILE INSTITUTE, INC.	THROUGHOUT THE COUNTRY
Tuesday May 10- May 13	EIGHTEENTH NATIONAL PACKAGING CONFERENCE National Packaging Conference and Exposition with more than 200 manufacturers of machinery, equipment, material, supplies and services displaying their products to show new developments in packaging, production and marketing operations. There is no admission charge for the exposition. Fee for conference: \$4.00 to \$12.00. Contact: American Management Ass'n, 330 West 42nd Street, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	ATLANTIC CITY NEW JERSEY
Wednesday May 11 12:30 P.M. Luncheon	PREVIEW OF FALL FASHIONS IN LINGERIE M. C. Schrank will present lingerie for Fall in nylon, cotton, rayon and flannelette. By invitation only. Publ.: Norma Rambach Reese, LA. 4-4282.	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
Wednesday May 11 1:00 P.M. Luncheon	CRUISEWEAR AND DRESSES AT LUNCHEON SHOW Margaret Newman will present a collection of Summer clothes which will be available at The Cotton Shop. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Margaret Newman Publicity: Ann Rabin, MU. 8-3823. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MARGARET NEWMAN	WALDORF-ASTORIA SERT ROOM
Wednesday May 11 1:00 P.M. Luncheon	BENEFIT SHOWING OF SUMMER FASHIONS Cruisewear and dresses by Margaret Newman will be presented at a luncheon show for benefit of Camp League for Underprivileged Children. Tickets: \$6.50; contact: Mrs. Sol Leibner, DE. 2-8586. Margaret Newman Publicity: Ann Rabin, MU. 8-3823.	CAMP LEAGUE FOR UNDER- PRIVILEGED CHILDREN	HOTEL PLAZA GRAND BALLROOM
Thursday May 12 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING The Fashion Group will have a Home Furnishings luncheon meeting. More details later. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 14 1:30 P.M. Luncheon	SHOW FOR BENEFIT OF CANCER FUND Summer Fashions by Nantucket Naturals will be presented at a luncheon by the Flatbush Chapter of the National Cancer Fund. Tickets: \$6.50; contact: Mrs. Feit, GE. 6-5963. Publicity: Rosamond Hanscom, TE.8-8000.	NANTUCKET NATURALS	RITZ CARLTON HOTEL BALLROOM
May 15	STRAW HAT DAY (Sunday).		
Monday May 16- May 21 1:00 P.M.- 10:30 P.M.	FIRST NATIONAL CHILDREN'S EXPOSITION "Our Children's World" National Exposition will present modern and successful techniques in care, feeding, training, clothing and play for children, from infants to the age of twelve. There will be exhibits of infants' and children's apparel and products; a continuous program of entertaining and instructive movies, lectures and demonstrations. The Infants', Children's and Teens' Wear Buyers' Association will conduct a consumer preference survey, with demonstrations on "How to Select Proper Infants' and Children's Clothing". Admission: 60¢. Publicity: Horace L. Lyon, PL. 9-8559.	"OUR CHILDREN'S WORLD"	GRAND CENTRAL PALACE LEXINGTON & 46 ST.
Monday May 16 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION Showing of Summer fashion by Marie-Yates for benefit of Camp Nyda (for diabetic children). Hats from Dorothy Gordon. Tickets: \$10.00. Contact: Mrs. Pommer, EN. 2-2485.	MARIE-YATES	WALDORF-ASTORIA SERT ROOM
Tuesday May 17 10:00 A.M.	ANNUAL JUVENILE FASHION CLINIC Parents' Magazine will present their infants' and children's wear fashion clinic for retail stores and resident buying office executives. At the morning clinic, from 10:00 A.M. to 12:00 Noon, Mrs. Beryl Tucker, fashion editor of Parents' Magazine, will present clothes of interest to the children's wear buyers and boys' wear buyers. At the afternoon clinic, from 2:30 P.M. to 4:30 P.M., Nancy Pepper, Fashion Editor of "Calling All Girls", Parents' Institute teen magazine will present a preview of Fall teen fashions, selected from the back-to-school issues of "Calling All Girls" Magazine. There will be a luncheon at 12:30 P.M. with the following speakers: Richard C. Bond, Vice-President of John Wanamaker, Phila.; George Engel, Jr., Secretary of Jane Engel, Inc.; James G. Kendrick, President of the Infants' and Children's Wear Buyers Association. Tickets: \$17.50 for entire day; \$12.50 for morning clinic; \$6.00 for luncheon alone. Contact: Monroe Michels, Promotion Director of Parents' Magazine, 52 Vanderbilt Avenue, MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday May 17- May 19	ANNUAL TOILET GOODS CONVENTION The presentation of the Charles S. Welch Awards for Packaging, Merchandising and Advertising will highlight the opening day. There will be business meetings and luncheon meetings on all three days for members and non-members. The Scientific Section of the T.G.A. under the chairmanship of Dr. Everett G. McDonough, will conduct symposiums during the course of the convention to discuss current technical developments and problems. General meetings will consider such problems of the industry as the latest development in packaging, merchandising, advertising, publicity and marketing research. Contact: Edward D. Russell, PE. 6-1100; or J. W. Thayer, MU. 6-4300.	TOILET GOODS ASS'N. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS Russeks will present a showing of Summer cottons during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday May 19 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Winning designs by students of Parsons School of Design will be presented at their twenty-fifth annual fashion show. Admission to afternoon showing: \$1.20; evening showing: \$1.80. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 E. 57 ST.)	HOTEL ASTOR BALLROOM
May 21	NATIONAL FOOT HEALTH WEEK (May 21 - May 28),		
May 22	WORLD TRADE WEEK (May 22 - May 29).		
Monday May 23 10:30 A.M.	SECOND POPULAR PRICED SHOE FASHION SHOW Preview of popular price Fall shoe fashions for press and trade, sponsored by the National Association of Shoe Chain Stores and the New England Shoe Association during Market Week, May 23 - May 28. Produced by Tom Lee. Association headquarters: 51 East 42nd St., MU. 2-8705. Fashion Director and Publicity: Mimi Aleinikoff, PL. 7-8290.	SHOE CHAIN STORES; SHOE & LEATHER ASS'N.	HOTEL STATLER GRAND BALLROOM
Tuesday May 24 1:30 P.M. Luncheon	BENEFIT FASHION SHOW BY MARGARET NEWMAN Summer clothes by Margaret Newman will be shown at a luncheon show for benefit of the Denver Home for Asthmatic Children. Contact: Claire Leiban, UL. 9-0688. Margaret Newman Publicity: Ann Rabin, MU. 8-3823.	BENEFIT OF DENVER HOME FOR ASTHMATIC CHILDREN	TAVERN ON THE GREEN CENT. PK. W. AT 65TH
Beginning Tuesday May 24- May 27	"PAIR-OFF SEPARATES" DESIGNED IN CALIFORNIA Koret of California will present Stephanie Koret's Fall sportswear collection, emphasizing "Pair-Off Separates". Director of showing and Publicity for Koret of California: Al Citron. Attendance by invitation or by appointment. Contact: Alice White, Abbott Kimball, PL. 3-9600.	KORET OF CALIFORNIA	GOTHAM HOTEL PRIVATE SUITE
Wednesday May 25 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW The Tailored Woman will present Summer fashions at a luncheon show. Press by invitation. Public by reservation; contact: "Frank", Starlight Roof headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
May 30	MEMORIAL DAY (Monday) Legal Holiday.		
Wednesday June 1 9:30 A.M.; 2:30 P.M.	THIRTEENTH ANNUAL COLLEGE CLINIC Mademoiselle presents its 13th Annual College Clinic, a preview of fashions from the August College issue. By invitation only for Mlle's official tie-in stores, which have already been notified. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADemoisELLE	HOTEL ROOSEVELT BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion show to preview "Glamour" Magazine's September 1949 Career issue, and to announce the winners of the Glamour Survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, "Glamour", LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE COTILLION ROOM
Wednesday June 8 4:15 P.M. Cocktails	FASHION SHOW: PREVIEW OF SEPTEMBER ISSUE Charm will present a preview of their September issue at a cocktail show. For Charm tie-in stores, by invitation only. Publicity: Eloise Rey, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Wednesday June 8 4:00 P.M.- 7:00 P.M. Cocktails	NINTH ANNUAL NATIONAL SEWING CONTEST The National Needlecraft Bureau will present a fashion show of garments entered in the Ninth Annual National Sewing Contest. Presentation of National First Prizes to eight top prize winners. Attendance by invitation only. Contact: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Monday June 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Summer fashions by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
June 14	FLAG DAY (Tuesday).		
June 15	FEDERAL INCOME TAX, Second Payment Due.		
June 19	FATHER'S DAY (Sunday).		
June 20	NATIONAL SWIM FOR HEALTH WEEK (June 20 - June 25).		
June 21	FIRST DAY OF SUMMER (Tuesday).		
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will present Fall accessories at a fashion show. Chairman of Accessories Division: Marjorie Schlesinger. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Wednesday June 29 5:30 P.M. Cocktails 6:00 P.M. Show	"HELLER HIGHLIGHTS" BI-ANNUAL FASHION SHOW The House of Heller will present its bi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Cocktails at 5:30 P.M. Showing promptly at 6:00 P.M. Attendance by invitation only. Commentator: Faith Keane. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM

MUSIC...MOVIES...THEATRES...RADIO...TELEVISION

Saturday
April 9 PREMIERE: "CHAMPION" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET
United Artists will release the Screen Plays Corp. production of Ring Lardner's famous short story of a prize fighter. Starring Kirk Douglas, with Marilyn Maxwell, Arthur Kennedy. Producer: Stanley Kramer. Director: Mark Robson. Publicity: Tess Michaels, CI. 5-6000.

Sunday
April 10 TELEVISION: "FASHIONS ON PARADE" TOP PRODUCTIONS, WABD, CHANNEL 5
"Broadway Limited" TV show with fashions by Bienen-Davis Bags, Ceil Chapman, Dorian Negligees, Gotham Hosiery, Marvella Pearls. Commentator: 8:00 P.M.- Adelaide Hawley. Publicity: Marion Mondshein, MU. 7-0272.
8:30 P.M.

Tuesday
April 12 SPECIAL OPERA PERFORMANCES: METROPOLITAN OPERA HOUSE, 39TH & B'WAY
TUESDAY, APRIL 12: (Mat.) Special Students Mat. LUCIA DI LAMMERMOOR.
TUESDAY, APRIL 12: (Eve.) Sponsored by Met. Opera Guild. LA TRAVIATA.
WEDNESDAY, APRIL 13: PARSIFAL, (Wagner). Conductor: Reiner.
THURSDAY, APRIL 14: LA BOHEME, (Puccini). Conductor: Antonicelli.
FRIDAY, APRIL 15: (Mat.) PARSIFAL, (Wagner). Conductor: Reiner.
SATURDAY, APRIL 16: (Mat.) LUCIA DI LAMMERMOOR, (Donizetti). Cond.: Cimara.
SATURDAY, APRIL 16: (Eve.) MADAMA BUTTERFLY, (Puccini). Cond.: Antonicelli.
Publicity: Margaret Carson, PE. 6-1200.

Thursday
April 14 NEW YORK CITY OPERA COMPANY NEW YORK CITY CENTER, 131 WEST 55TH ST.
THURSDAY, APRIL 14: AIDA, (Verdi). Conductor: Halasz.
FRIDAY, APRIL 15: MARRIAGE OF FIGARO, (Mozart). Conductor: Rosenstock.
SATURDAY, APRIL 16: LA BOHEME, (Puccini). Conductor: Rosenstock.
SUNDAY, APRIL 17: CARMEN, (Bizet). Conductor: Morel.
SUNDAY, APRIL 17: OLD MAID AND THE THIEF & THE MEDIUM, (Menotti).
Publicity: Margaret Hartigan, CI. 6-7474.

Thursday
April 14 RADIO: "THIS IS PARIS" STATION WOR, 710 ON DIAL
Guest designer will be George Piquet on this weekly program which is 10:00 P.M.- broadcast in Paris, and recorded and flown to the U.S. Master of Ceremonies: Maurice Chevalier. Publicity: Maria Catherine, Mutual Broadcasting System, PE. 6-9600.
10:30 P.M.

Friday
April 15 PREMIERE: "MY DREAM IS YOURS" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers present a technicolor musical comedy about the struggles of a young singer. Starring Doris Day, Lee Bowman, and Jack Carson, with Eve Arden and Adolphe Menjou. Producer and director: Michael Curtiz. Publicity: Eve Siegel, CI. 6-1000.

Friday
April 15 PREMIERE: "MR. BELVEDERE GOES TO COLLEGE" ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth-Century-Fox comedy, a sequel to the movie "Sitting Pretty" starring Clifton Webb, Shirley Temple, Vivian Blaine. Based on the character created by Gwen Davenport, this movie depicts Mr. Belvedere's hilarious adventures in completing a 4 year college course in 1 year. Director: Elliott Nugent. Producer: Samuel G. Engel. Publicity: Jeannette Sawyer, CO. 5-3320.

Sunday
April 17 PREMIERE: "THE BARKELEYS OF BROADWAY" (Movie) LOEW'S STATE, B'WAY & 48TH
MGM will star Fred Astaire and Ginger Rogers in the technicolor story of a famous dancing couple. With Oscar Levant and Billie Burke. Music: Harry Warren. Lyrics: Ira Gershwin. Ginger Rogers' costumes: Irene. Men's costumes: Vallee. Producer: Arthur Freed. Director: Charles Walters. Publicity: Herbert Crooker, LU. 2-2000.